The Value of Data - New Smart Home Business Models

**SYNOPSIS**

This research quantifies consumer attitudes about data privacy and security, effectiveness of actions to mitigate privacy concerns, the level of trust between consumers and different industry players, and their willingness to exchange data for services.

**ANALYST INSIGHT**

“Consumers will be much more at ease with connected products if they trust the companies that have access to their data and they believe they receive value in return.”

— Tom Kerber, Director, IoT Strategy, Parks Associates

Number of Slides: 63
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ATTRIBUTES

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